

## I CLAIM

1. A digital broadcasting arrangement comprising:

(i) one or more content-originating client systems by which digital content for  
5 broadcast is originated; and

(ii) a broadcast server system operable to receive digital content from said client systems and to broadcast that digital content for reception by end-users;

in which:

(i) said server system is operable to assign to each client system an access permission  
10 defining at least a time period and a digital data bandwidth available within that time period; and

(ii) each client system is operable to define digital content for broadcast during said time period defined by said access permission assigned to that client system and scheduling control data defining said manner in which the digital content is to be broadcast during that  
15 time period.

2. A broadcasting arrangement according to claim 1, in which said digital content comprises data representing a broadcast data service.

20 3. A broadcasting arrangement according to claim 2, in which said data service conforms to said DVB-Multimedia Home Platform data format.

4. A broadcasting arrangement according to claim 1, in which said digital content is arranged for repetitive broadcast as a carousel arrangement over said time period defined by  
25 said access permission.

5. A broadcasting arrangement according to claim 1, in which each client system is operable to transfer said scheduling data to said server, said server scheduling said content for broadcast in accordance with said transferred scheduling data.

30 6. A broadcasting arrangement according to claim 1, in which said server system is linked to at least one of said client systems by a remote data connection.

7. A broadcasting arrangement according to claim 1, in which said server system and at least one client system are operated by different companies.

8. A client system for interacting with a broadcast server system in a digital broadcast arrangement,

(i) said client system being operable to originate digital content for broadcast; and

(ii) said client system being operable to define digital content for broadcast during said time period defined by an access permission assigned to that client system by said broadcast server and scheduling control data defining said manner in which said digital content is to be broadcast during that time period.

9. A broadcast server system for interacting with one or more content-originating client systems in a digital broadcasting arrangement,

(i) said broadcast server system being operable to receive digital content from said client systems and to broadcast that digital content for reception by end-users; and

(ii) said broadcast server system being operable to assign to each client system an access permission defining at least a time period and a digital data bandwidth available within that time period.

10. Computer software which, when executed on data processing apparatus, causes said data processing apparatus to function as a client system according to claim 8

11. Computer software which, when executed on data processing apparatus, causes said data processing apparatus to function as a server system according to claim 9.

12. A storage medium by which software according to claim 10 is stored.

13. A storage medium by which software according to claim 11 is stored.